

## Claims:

1. A method for providing a searchable information system comprising:

providing a web-accessible database containing content searchable by a networked user, said content including associated keywords sponsored by an advertiser;

producing a set of results responsive to a keyword search by the user;

determining which of said set of results are similar to at least one of a said sponsored keyword; and

presenting a search result page to the user containing a listing of said results arranged such that results similar to at least one of a sponsored keyword are displayed as a sub-category on the search result page.

2. The method of claim 1, wherein said act of presenting a search result page further comprises the act of listing only enough information to gauge the user's further interest in an item.

3. The method of claim 2, further comprising the act of presenting a full page hypertext document responsive to a user click on one of said items.

4. The method of claim 3, wherein said full page document containing at least one embedded link.

5. The method of claim 2, wherein said full page document further includes non-textual information associated with said keywords.

6. The method of claim 5, wherein said non-textual information includes graphics.

7. The method of claim 1, further including the act of presenting subset of results including categories associated to said second set of keywords.

8. An apparatus for providing a searchable information system comprising:

a networked computer hosting a web-accessible database containing content searchable by a networked user, the computer being configured to:

associate content with keywords sponsored by an advertiser;

produce a set of results responsive to a keyword search by the user;

determine which of said set of results are similar to at least one of a said sponsored keyword; and

present a search result page to the user containing a listing of said results arranged such that results similar to at least one of a sponsored keyword are displayed as a sub-category on the search result page.

9. The apparatus of claim 8, wherein said computer being further configured to display only enough information to gauge the user's further interest in an item.

10. The apparatus of claim 9, wherein said computer being further configured to present a full page hypertext document responsive to a user click on one of said items.

11. The apparatus of claim 10, wherein said full page document containing at least one embedded link.

12. The apparatus of claim 10, wherein said full page document further includes non-textual information associated with said keywords.

13. The apparatus of claim 12, wherein said non-textual information includes graphics.

14. The apparatus of claim 8, wherein said computer being further configured to present a subset of results including categories associated to said second set of keywords.

15. An apparatus for providing a searchable information system comprising:

web-accessible database means containing content searchable by a networked user, including means for associating said content with keywords sponsored by an advertiser;

means for producing a set of results responsive to a keyword search by the user;

means for determining which of said set of results are similar to at least one of a said sponsored keyword; and

means for presenting a search result page to the user containing a listing of said results arranged such that results similar to at least one of a sponsored keyword are displayed as a sub-category on the search result page.

16. The method of claim 15, wherein said act of presenting a search result page further comprises the act of listing only enough information to gauge the user's further interest in an item.

17. The method of claim 16, further comprising the act of presenting a full page hypertext document responsive to a user click on one of said items.

18. The method of claim 17, wherein said full page document containing at least one embedded link.

19. The method of claim 17, wherein said full page document further includes non-textual information associated with said keywords.

20. The method of claim 19, wherein said non-textual information includes graphics.

21. The method of claim 15, further including the act of presenting subset of results including categories associated to said second set of keywords.